

**National Park Service
U.S. Department of the Interior**



Social Science Program

Expedited Approval for NPS-Sponsored Public Surveys

1. Project Title Submission Date:	Assessing Hispanic Recreational Use Patterns, Attitudes, and Needs in Clark County, Nevada	6-3-2011
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2. Abstract:	<p>Over the past 20 years, the Hispanic population in Clark County, NV has increased remarkably and currently represents approximately 29.3% of the county's 1.9 million total inhabitants. The seven million acres of public lands within and surrounding Clark County provide abundant recreational opportunities for these residents. Although many in the local Hispanic community visit federal sites, the federal land management agencies continue to express that visitation rate continue to be low for this under represented population. Information is needed to understand the limitations of traditional management practices. For example, most media materials are only available in English, and few staff members have the skills or ability to communicate with this audience in Spanish. This project will contribute to the development of an outreach plan designed to better serve member of the Clark County Hispanic community. A better understanding of this audience will allow the National Park Service and other federal land management agencies to create culturally appropriate messages and long-term management plans.</p> <p>(not to exceed 150 words)</p>
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3. Principal Investigator Contact Information

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4. Park or Program Liaison Contact Information

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Park Office/Division:	Lake Mead National Recreation Area		

Street Address:

City: State: Zip code:

Phone: Fax:

Email:

Project Information

5. **Park(s) For Which Research is to be Conducted:**
- Lake Mead National Recreation Area,
 - Red Rock Canyon National Conservation Area,
 - Sloan Canyon,
 - Desert National Wildlife Refuge Complex,
 - Corn Creek, Ash Meadows,
 - Pahrnaghat, Spring Mountains National Recreation Area,
 - Kyle & Lee Canyons.

6. **Survey Dates:** (mm/dd/yyyy) to (mm/dd/yyyy)

7. **Type of Information Collection Instrument (Check ALL that Apply)**

- Mail-Back Questionnaire On-Site Questionnaire Face-to-Face Interview Telephone Survey Focus Groups

Other (explain)

8. **Survey Justification:** (Use as much space as needed; if necessary include additional explanation on a separate page.)

Social science research in support of park planning and management is mandated in the NPS Management Policies 2006 (Section 8.11.1, "Social Science Studies"). The NPS pursues a policy that facilitates social science studies in support of the NPS mission to protect resources and enhance the enjoyment of present and future generations (National Park Service Act of 1916, 38 Stat 535, 16 USC 1, et seq.). NPS policy mandates that social science research will be used to provide an understanding of park visitors, the non-visiting public, gateway communities and regions, and human interactions with park resources. Such studies are needed to provide a scientific basis for park planning, development, operations, management, education, and interpretive activities.

Based on the results of the 2010 U.S. Decennial Census, 29.3% of Clark County, NV residents are of Hispanic or Latino origin. With these estimates, research on recreational land use in Clark County would be incomplete without a specific investigation with regards to Hispanic attitudes and perceptions concerning recreation and public land use in the area. This collection is proposed to better understand the reasons behind use and non-use of federal lands and to gather information that can be used to improve the perception of natural resource recreation and use by the Hispanic population of Clark County.

This project intends to provide information to the NPS and other land management agencies needed develop culturally appropriate outreach plans that

will reinforce sustainable environmental behaviors in Clark County. The specific objectives of this collection will be to:

- Identify specific agency practices that will create valuable visitor experiences for the Clark County Hispanic community;
- Determine how federal land management agencies may meet the needs and expectations of the Hispanic community;
- Understand the barriers that prevent some Clark County Hispanic residents from visiting public lands;
- Identify, characterize, and understand the Hispanic residents who visit public lands, as well as assess their current use patterns and preferences;
- Identify effective communication strategies and the key messages needed to Hispanic residents about active engagement with public lands for recreation, learning and discovery, and protection; understand the level of awareness and perception of rules and regulations for public lands of the local Hispanic residents.

9. **Survey Methodology:**
(Use as much space as needed; if necessary include additional explanation on a separate page.)

(a) Respondent universe:

The respondent universe for this collection will be all Hispanic adults 18 years of age or older residing in Clark County, NV. According to the 2010 U.S. Decennial Census, there are approximately 410,000 adults of Hispanic or Latino origin living in Clark County, NV.

(b) Sampling plan/procedures:

The increased use of households using cell phones as their primary use telephone has led to innovative sampling techniques, including disproportionate stratified Random Digit Dial (RDD) and cell phone sample hybrid designs. This approach respects the unique challenges inherent to any telephone survey, and is particularly well suited for surveys of Hispanic residents. In fact, this method is used by many major polling outfits, including The Pew Research Center for the People & The Press, which included cell phone samples in all of its 2008 election polls.

We will use an RDD sample design. The sample will stratify RDD and cell phone exchanges according to incidence of Hispanic households. An Optimal Sample Allocation technique will be used (Lopez, 2010). This technique disproportionately dials telephone exchanges high in Hispanic household incidence while under sampling exchanges low in Hispanic household incidence. Survey data will be iteratively post-weighted to Hispanic Latino population representation in Clark County. The sample will also be screened to ensure random selection within households by requesting participation from the adult, 18 years of age or older, within the household whose birthday follows next in the calendar year. Additionally, the sample will be screened to ensure that the selected survey participant self-identifies themselves as being of Hispanic ethnicity.

The sample frame for this survey will be representative of the Hispanic population in Clark County, NV. A Power Analysis was conducted to

determine the appropriate sample size, given the total population size and desired confidence level and confidence interval. The sample size for this survey will be 384 completed interviews. The initial sample frame size for this collection will be 1,739; this qualifies for desired sample size ($n=384$) divided by the Survey Sampling International (SSI) average Working Phone Rate (WPR) for Random B samples (.46), a conservative estimate of average incidence of Hispanic population across all Clark County exchanges given the disproportionate stratified design (.60) and the suggested OMB response rate (.80). Applying this formula, the number of initial contacts is expected to be 799 [the sample frame (1,739) multiplied by the WPR (.46)]. Taken further, we expect that 479 individuals will qualify for inclusion based on the application of incidence of Hispanic and Latino respondents in the sample frame (.60), assuming the WPR remains constant within the frame irrespective of race and ethnicity. Of the qualifying individuals, we anticipate an 80% response rate ($n=384$).

A maximum of seven attempts will be made to contact each working, eligible phone number not identified as an irate refusal. If the initial sample is exhausted, the sample will be appended by replicating the initial sample construct in proportion to the number of needed interviews. A response rate review and non-response bias analysis will be conducted prior to appending the initial sample frame. The sampling design will be adjusted to account for any bias source, including adjusting strata within the sample frame, evaluating respondent drop off (mid-terminates), recalibrating field times, and analyzing interviewer techniques. The dual frame will consist of one cell phone sample frame unit for every three RDD sample frame units. The sample frame design and data collection approach applied to this survey has been implemented to great effect by organizations such as the Pew Hispanic Center at the Pew Research Center for the People and The Press.

(c) Instrument Administration:

The telephone survey instrument will be administered by a team of professional interviewers. Interviewers will receive training that will include lessons in cultural sensitivity, proper interviewing techniques, conversion strategies, and best practices in terms of avoiding extraneous statements and questions that may prompt or lead respondents or otherwise bias interviews. The interviewer team will be composed bilingual (English and Spanish) interviewers. Each telephone interview will last approximately 17 minutes.

The telephone survey will be administered as a Computer Assisted Telephone Interview (CATI). This system will be used to display pre-programmed instruments in addition to any fixed-route logic sequences needed for purposes of real time survey administration. The CATI will assist in monitoring contact, cooperation, and response rates and to establish other quality control parameters. Additionally, current CATI systems allow for multilingual survey administration. Cell phone sample records will not be autodialed from the CATI system.

(d) Expected Response Rate/Confidence Intervals:

The survey administration dates and times will be scheduled in order to maximize the response rates. Telephone interviews will be conducted during six-hour weekday evening shifts and eight-hour weekend shifts to maximize contacts and completions.

The research team proposes to complete n=384 interviews with a confidence level of 95% and a confidence interval of +/-5.0%. There has been a trend of diminishing response rates among Hispanics which are lower than Whites and Blacks (Triplett and Abhi-Habib, 2005). Language barriers or an inability to speak English on the part of the participant, or Spanish on the part of the interviewer tends to prevent the completion of the survey. This study proposes to use bilingual interviewers to mitigate any potential language barriers. The sample frame design recommended for this survey acknowledges the trend of diminishing response rates and takes rigorous steps to improve coverage of the study population through implementation of the dual frame strategy. The disproportionate sampling of both RDD and cell phone exchanges based on Hispanic household incidence is the optimum approach for increasing coverage, while at the same time providing greater opportunities for researchers to monitor response rates in the field.

During the 2008 pre-election polls conducted by The Pew Research Center for the People and the Press, dual frame designs yielded average contact rates in the upper 70th percentile. Taking previous research on telephone survey methodology and cultural variables into account, we aim to achieve similar results, while improving on the response rates through refusal conversion techniques and up to seven contacts for eligible, non-irate refusal records.

(e) Strategies for Dealing with Potential Non-Response Bias:

Based on our sampling design, we expect to interview approximately 95 respondents that will be routed through the non-response bias analysis part of the survey.

To address initial non-response bias, contacted soft refusals, potential non respondents will be asked three measurement questions: one that will be asked to compare non-respondents to identified public lands users, and two demographic questions. Two non-response bias pre-measurement screening questions will be asked to determine survey eligibility and conformance with the study universe. These questions will screen non-respondents to ensure they are 18 years of age or older, and that they identify as Hispanic or Latino before they are asked the non-response bias analysis questions.

Question 1: Which federally managed public land in Clark County have you visited most often?

Question 2: Do you have regular access to internet service?

Question 3: How long have you lived in Clark County?

A non-response bias analysis will be conducted on multiple levels. A post hoc analysis of non-contact records and completed interviews will be conducted based on sample frame characteristics. Additionally, a random subsample of non-respondents who answered the non-response variables will be compared to completed interviews based on demographic and socioeconomic characteristics in order to identify and assess any significant differences among respondents and non-respondents. Further analysis will be conducted using third party data sources, such as Current Population Survey (CPS) data from the U.S. Census Bureau to determine any differences between the sample of completed interviews and the study universe.

(f) Description of Any Pre-Testing and Peer Review of Methods/Instrument:

The project team conducted four peer reviews of the telephone survey instrument. Three of the peer reviews were conducted by University of Nevada, Las Vegas (UNLV) faculty while one peer review was conducted by a specialist in Hispanic and Latino outreach and cultural sensitivity under contract with UNLV. The peer reviews followed comprehensive internal reviews with representatives of the Public Lands Institute and the Southern Nevada Agency Partnership to test the logic sequence of survey variables, clarity of content verbiage, and average interview length.

With an initial contact rate of 80%, we plan to reach least 799 individuals by telephone. We expect that the initial contact time will be at least three minutes per person ($n=799 \times 3 \text{ minutes} = 40 \text{ hours}$). For those who are available and willing to participate ($n=384$), an additional 17 minutes will be required to complete the full survey by telephone ($384 \text{ responses} \times 17 \text{ minutes} = 109 \text{ hours}$). The burden for the non-respondents in the sample was calculated by determining that the 95 respondents who did not agree to take the full survey will be asked a sample of questions to complete a non-respondent survey. The burden for non-respondent survey is estimated to take 5 minutes per respondent resulting in an additional 8 hours to be combined to the total burden for this collection of 157 hours (see table below).

10. Total Number Responses	11. Estimated Time to Complete (Mins)	12. Burden Hour
Initial Contacts 799	Initial Contact 3	Initial Contact 40
Respondents completing the survey 384	Full Survey 17	Complete Survey 109
Expected number of Non-respondents 95	Non-response Bias Survey 5	Non-response Bias Survey 8

TOTAL: 157 Hours

13. **Reporting Plan:**

Survey results will be entered into a database for use by Southern Nevada Agency Partnership (SNAP). The database will aid in the creation of a step-by-step resource guide, containing information and recommendations for Hispanic Outreach. This resource guide will be distributed to SNAP Interagency teams, SNAP Conservation Education staff, and partner organizations. Principal Investigator Allison Brody will provide a narrative report describing survey analysis and results to the SNAP Board and agency personnel. A copy of the survey report will be archived with the NPS Social Science Program for inclusion in the Social Science Studies Collection. This collection effort is not intended to generalize findings beyond the Clark County Hispanic and Latino population. In the event our collection design does not yield a response rate exceeding 50%, we will not attempt to generalize findings beyond those who participated in the survey.

Bibliography

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